

1. A method for use in establishing communication  
between a server and an end-user, the method comprising:  
retrieving data that relates to the end-user, the data  
including a communication mode and contact information for  
5 establishing communication with the end-user;  
providing the contact information to a server that  
corresponds to the communication mode; and  
establishing communication to the end user, via the  
server, using the contact information.

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2. The method of claim 1, further comprising receiving  
an identity of a remote agent;  
wherein the communication is established between the  
end-user and the remote agent via the communication mode.

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3. The method of claim 1, further comprising:  
storing a user profile that contains the contact  
information;  
wherein retrieving comprises retrieving the contact  
20 information from the user profile.

4. The method of claim 1, wherein the data is retrieved from a server that is in communication with the end-user.

5 5. The method of claim 1, wherein the communication mode comprises one of video, voice and online chat, and the server comprises one of a video server, a voice server, and an online chat server.

10 6. The method of claim 1, wherein the contact information is provided to the server through an application programming interface that interfaces to the server.

15 7. The method of claim 1, wherein the contact information comprises one or more of an Internet Protocol address, a telephone number, and an e-mail address.

20 8. The method of claim 1, further comprising:  
providing the end-user with a graphical user interface  
for selecting the mode of communication.

9. A network comprising:

a client;

a Web server in communication with the client;

a media framework server in communication with the Web server; and

5 communication servers capable of communicating with the client through modes of communication;

wherein the client specifies a mode of communication to the Web server, the Web server provides the mode of communication to the media framework server, the media framework server instructs a communication server that  
10 corresponds to the mode of communication to contact the client, and the communication server contacts the client using the mode of communication.

15 10. The network of claim 9, wherein the Web server provides contact information for an end-user at the client to the media framework server, and the communication server uses the contact information to contact the client.

20 11. The network of claim 10, wherein the media framework server stores the contact information in a profile for the end-user.

12. The network of claim 11, wherein the contact information comprises one or more of an Internet Protocol address, a telephone number, and an e-mail address.

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13. The network of claim 9, wherein the Web server and the media framework server are implemented on the same machine.

10 14. The network of claim 9, wherein the Web server, the media framework server, and the communication servers are implemented on the same machine.

15 15. A computer program stored on a computer-readable medium for use in establishing communication between a server and an end-user, the computer program comprising instructions that cause a machine to:

20 retrieve data that relates to the end-user, the data including a communication mode and contact information for establishing communication with the end-user;

provide the contact information to a server that corresponds to the communication mode; and

establish communication to the end user, via the server, using the contact information.

16. The computer program of claim 15, further comprising instructions that cause the machine to receive an identity of a remote agent;

wherein the communication is established between the end-user and the remote agent via the communication mode.

17. The computer program of claim 15, further comprising instructions that cause the machine to:

store a user profile that contains the contact information;

wherein retrieving comprises retrieving the contact information from the user profile.

18. The computer program of claim 15, wherein the data is retrieved from a server that is in communication with the end-user.

19. The computer program of claim 15, wherein the communication mode comprises one of video, voice and online chat, and the server comprises one of a video server, a voice server, and an online chat server.

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20. The computer program of claim 15, wherein the contact information is provided to the server through an application programming interface that interfaces to the server.

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21. The computer program of claim 15, wherein the contact information comprises one or more of an Internet Protocol address, a telephone number, and an e-mail address.

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22. The computer program of claim 15, further comprising instructions that cause the machine to:

provide the end-user with a graphical user interface for selecting the mode of communication.

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23. An apparatus for use in establishing communication between a server and an end-user, the apparatus comprising:  
a memory that stores executable instructions; and

a processor that executes the instructions to:

5 retrieve data that relates to the end-user, the  
data including a communication mode and contact  
information for establishing communication with the  
end-user;

provide the contact information to a server that  
corresponds to the communication mode; and

10 establish communication to the end user, via the  
server, using the contact information.

24. The apparatus of claim 23, wherein:

15 the processor executes instructions to receive an  
identity of a remote agent; and

the communication is established between the end-user  
and the remote agent via the communication mode.

25. The apparatus of claim 23, wherein:

20 the processor executes instructions to store a user  
profile that contains the contact information; and

retrieving comprises retrieving the contact information  
from the user profile.

26. The apparatus of claim 23, wherein the data is retrieved from a server that is in communication with the end-user.

5 27. The apparatus of claim 23, wherein the communication mode comprises one of video, voice and online chat, and the server comprises one of a video server, a voice server, and an online chat server.

10 28. The apparatus of claim 23, wherein the contact information is provided to the server through an application programming interface that interfaces to the server.

15 29. The apparatus of claim 23, wherein the contact information comprises one or more of an Internet Protocol address, a telephone number, and an e-mail address.

20 30. The apparatus of claim 23, wherein the processor executes instructions to provide the end-user with a graphical user interface for selecting the mode of communication.